

**JUNE 12**

DOWNTOWN GREELEY

**JUNE 13**

ISLAND GROVE PARK

*Music Festival*



**2** STAGES OF PREMIUM MUSIC

Plus The **BLUES 101 STAGE**

FOOD and SHOPPING

AIN'T NOTHIN' But a Party!



CRAFT Beer SAMPLING

Whiskey & CIGAR TASTING EVENT

BBQ Contest

Buy Early & Save!  
**\$30 ALL DAY PASS**  
— \$40 DAY OF EVENT —

CAMPING



AVAILABLE



**2020 SPONSOR INFORMATION**

GREELEYBLUESJAM.ORG

970.356.7787

# ABOUT US

The Greeley Blues Jam was started in 2005 by several Greeley community citizens who had a love for the music and has since become a destination for music lovers across the country and the globe. The community music event offers a family-oriented atmosphere where everyone can expect a wonderful music experience.

Past performers include Buddy Guy, Walter Trout, Tab Benoit, Marcia Ball, Delbert McClinton, Elvin Bishop, Jimmie Vaughn, Robert Randolph, North Mississippi Allstars, the Subdudes, Allman-Betts Band, Shemekia Copeland to name just a few.

In 2018, the Greeley Stampede formed a 501c3 non-profit Greeley Blues Jam organization to keep the party going. A committee of 13 local volunteers, with the assistance of Greeley Stampede staff, plan the event and use countless other volunteers to make the day a success.

# THE EVENT

The Greeley Blues Jam is two days of non-stop blues! A Friday night extravaganza, featuring dozens of blues acts playing free shows all over downtown Greeley, followed by a full day of the best national and Colorado blues acts at Island Grove Arena.

## Friday

The Greeley Blues Jam partners with the Greeley Downtown Development for their biggest Friday Fest event of the year. Live music on the 9th street plaza starts at 5 pm and features the unique "Go-Cup" service that allows patrons to grab a drink at various participating bars and restaurants and take it outside to enjoy the music. The party continues after 9 pm with up to 20 venues hosting live blues music. And it's all free. What a great way to show out of town visitors the excitement of our downtown scene.

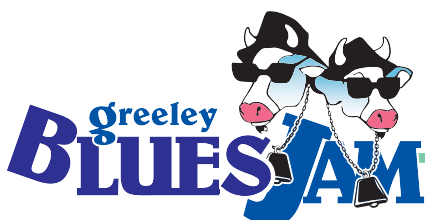
## Saturday

The Greeley Blues Jam main event is held at Island Grove Regional Park within the large arena. The park can accommodate many RV's and tent campers just steps away from the venue.

An acre of temporary sod is laid on the arena floor to create a unique park-like atmosphere. Festival goers can set up blankets and camping chairs on the sod or sit in the arena grandstands to enjoy a full day of music. We also offer preferred seating arrangements for an additional fee to sit under a tent with tables and chairs. There are two stages- one on each end of the arena so that the music is continuous throughout the day. In addition, under the north stands, the Blues 101 stage hosts young musicians where kids of all ages perform the blues. There are also special events held during the day and the availability of great food vendors and beverage options. The music starts at 12 and continues nonstop until 9:30 pm!

*Saturday*  
ARTIST *June 13* LINEUP

VINTAGE TROUBLE  
RONNIE BAKER BROOKS  
SOUTHERN AVENUE  
JIMMY HALL  
JOHNNY SANSONE  
ERICA BROWN  
& THE CAST IRON QUEENS  
KERRY PASTINE  
& THE CRIME SCENE  
THE MOVERS & SHAKERS  
GRACE KUCH BAND



# 2019 EVENT

**Attendance:**  
 Friday Fest 4,000 *(estimated)*  
 Saturday 3,700  
**Camping:**  
 RV: 179 nights  
 Tent: 61 nights  
**Performers:**  
 Friday Fest: 23 artists at 21 venues  
 Saturday: 9 headlining artists  
**Sod:** sold more than 43,000 sq. ft  
**Sponsors:** 98  
 Cash: \$81,250  
 In-Kind: \$105,650

## Top 10 Ticket Buyers Zip Codes:

Greeley  
 Fort Collins  
 Loveland  
 Denver  
 Longmont  
 Windsor  
 Cheyenne  
 Boulder  
 Evans  
 Broomfield

## Social Media

Facebook 7,000 followers  
 Age:  
 25-34 9%  
 35-44 14%  
 45-54 23%  
 55-64 33%  
 64+ 19%  
 Instagram 383 followers



# 2019 SPONSORS



Aims Community College • Better Electric • Black Tie Limousine • Cache Bank and Trust • Cheba Hut • Colorado Rockies Baseball Club • Conquest Classic Cars • Contemporary Cook • Country Johns  
 Duran Excavating, Inc. • EnviroTech Services, Inc. • Flood & Peterson • Glen Cobarr • Great Western Bank • Hot Spots • John Elway Chrysler Jeep Dodge • Keeping the Blues Alive • Legend Flats Apartments  
 Magnuson, Butch & Jayne • Melissa McDonald-State Farm Insurance • Mighty Fine Productions • Minuteman Press • Mirage Productions Inc • Outlaw Saloon • RJ's Wine & Spirits • Richmark  
 Rudy's "Country Store" and Bar-B-Q • Sears Real Estate • Steving Meats Company • The Senior Voice • UMB Bank • UNI Design • Valley Fire Extinguisher • Westlake Wine & Spirits • ZingServe Web Hosting  
 Anton Collins Mitchell, LLP • AutoPlex • Connecting Communities LLC • Eileen's Cookies • Integris Partners, LLC • Echelon Property • Ghent Chevrolet • Grace Pointe • Jimmy Johns • Kro Dog Cigar Box Guitars  
 Phil's Pro Auto • Podell, Dan & Linda Reiter • Professional Finance • Profit Strategies • Reedesign Concepts • Renaissance Insurance



The 16th Annual Greeley Blues Jam

June 12 & 13, 2020

# SPONSOR PROGRAM & HOSPITALITY PACKAGES

## Platinum Sponsor \$10,000+ cash investment only

BENEFIT	QUANTITY
VIP Tent tickets	24
General Admission tickets	10
banner: inside arena	2
banner: outside arena	4
logo on print ads	1
logo on event poster	1
logo on volunteer t-shirts	1
logo in event program	1
logo on event website	1
logo displayed on LED board	12
logo on stage banners	1
display space: inside arena	10'x10'
display space: outside arena	20'x10'
display space: park	20'x10'
promotional stage time	3 minutes
RV camping: premium	2
video commercial on LED Board	2
inclusion in social media post	2
commemorative t-shirts	10
signed artist poster	1

*Total value:* \$10,600

## Silver Sponsor \$2,500+ cash/in-kind investment

BENEFIT	QUANTITY
VIP Tent tickets	8
General Admission tickets	6
banner: outside arena	1
listing on event poster	1
listing on volunteer t-shirts	1
logo in event program	1
logo on event website	1
logo displayed on LED board	6
logo on stage banners	1
display space: outside arena	10'x10'
RV camping: reserved	1
commemorative t-shirts	4
signed artist poster	1

*Total value:* \$3,371

## Gold Sponsor \$5,000+ cash/in-kind investment

BENEFIT	QUANTITY
VIP Tent tickets	14
General Admission tickets	8
banner: inside arena	1
banner: outside arena	2
logo on event poster	1
logo on volunteer t-shirts	1
logo in event program	1
logo on event website	1
logo displayed on LED board	8
logo on stage banners	1
display space: inside arena	10'x10'
display space: outside arena	10'x10'
promotional stage time	2 minutes
RV camping: reserved	1
video commercial on LED Board	1
inclusion in social media post	1
commemorative t-shirts	6
signed artist poster	1

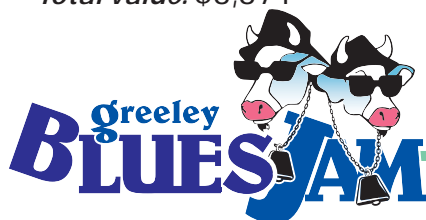
*Total value:* \$6,391

## CUSTOM SPONSORSHIP OPPORTUNITIES

The Greeley Blues Jam can also create a custom sponsorship package based on your companies needs to best fit your objectives and goals.

Sponsorship opportunities include, but not limited to, Presenting Event sponsor, West Stage title sponsor, East Stage title sponsor, VIP Tent title sponsor, Preferred Seating Tent title sponsor, Volunteer sponsor and Blues 101 Stage title sponsor.

Contact us to learn more.





# BE A PART OF THE EVENT

## Supporter \$1,000+ cash/in-kind donation

BENEFIT	QUANTITY
VIP Tent tickets	4
General Admission tickets	4
listing in event program	1
listing on event website	1
listing on LED board	4
commemorative t-shirts	2

*Total value: \$1,357*

## Booster \$500+ cash/in-kind donation

BENEFIT	QUANTITY
VIP Tent tickets	2
General Admission tickets	2
listing in event program	1
listing on event website	1
listing on LED board	2
commemorative t-shirt	1

*Total value: \$716*

## Event Photos



## VOLUNTEER

More than 100 volunteers are needed to help put on the Greeley Blues Jam including event areas like music logistics, hospitality, guest services and setup. Contact Jesse Leos to learn more by emailing [volunteers@greeleystampede.org](mailto:volunteers@greeleystampede.org).

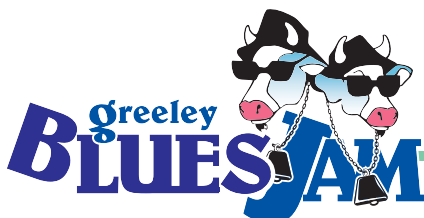
## CONTACT US

Please contact us to be a part of the 16th Annual Greeley Blues Jam.

Pam Bricker  
[greeleybluesjam@gmail.com](mailto:greeleybluesjam@gmail.com)  
 970-302-9102

Scott Ehrlich  
[sehrlich@ehrlichmotors.com](mailto:sehrlich@ehrlichmotors.com)  
 970-590-6511

Justin Watada  
[justin@greeleystampede.org](mailto:justin@greeleystampede.org)  
 970-356-7787





greeley  
**BLUES JAM**



Michael McGrath  
www.greenday.com

# 2020 Greeley Blues Jam DONATION & SPONSOR FORM

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

**Greeley Blues Jam**  
600 North 14th Avenue  
Greeley, Colorado 80631  
970-356-7787  
fax: 970-356-3103

www.GreeleyBluesJam.com

a 501c3 community non-profit  
organization jamming to  
keep the blues alive



<b>BOOSTER</b> \$500+	CASH: \$ _____ IN-KIND: \$ _____ TOTAL: \$ _____	COMMEMORATIVE GBJ SPONSOR T-SHIRTS QUANTITY: <b>1</b> small: _____ medium: _____ large: _____ x-large: _____ 2x-large: _____ 3x-large: _____ PLEASE INDICATE SIZES
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<b>SUPPORTER</b> \$1,000+	CASH: \$ _____ IN-KIND: \$ _____ TOTAL: \$ _____	COMMEMORATIVE GBJ SPONSOR T-SHIRTS QUANTITY: <b>2</b> small: _____ medium: _____ large: _____ x-large: _____ 2x-large: _____ 3x-large: _____ PLEASE INDICATE SIZES
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<b>SILVER SPONSOR</b> \$2,500+	CASH: \$ _____ IN-KIND: \$ _____ TOTAL: \$ _____	COMMEMORATIVE GBJ SPONSOR T-SHIRTS QUANTITY: <b>4</b> small: _____ medium: _____ large: _____ x-large: _____ 2x-large: _____ 3x-large: _____ PLEASE INDICATE SIZES
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<b>GOLD SPONSOR</b> \$5,000+	CASH: \$ _____ IN-KIND: \$ _____ TOTAL: \$ _____	COMMEMORATIVE GBJ SPONSOR T-SHIRTS QUANTITY: <b>6</b> small: _____ medium: _____ large: _____ x-large: _____ 2x-large: _____ 3x-large: _____ PLEASE INDICATE SIZES
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<b>PLATINUM SPONSOR</b> \$10,000+	CASH: \$ _____ IN-KIND: NOT AVAILABLE TOTAL: \$ _____	COMMEMORATIVE GBJ SPONSOR T-SHIRTS QUANTITY: <b>10</b> small: _____ medium: _____ large: _____ x-large: _____ 2x-large: _____ 3x-large: _____ PLEASE INDICATE SIZES
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## QUESTIONS:

**Pam Bricker**  
greeleybluesjam@gmail.com  
970-302-9102

**Scott Ehrlich**  
sehrlich@ehrllichmotors.com  
970-590-6511

**Justin Watada**  
justin@greeleystampede.org  
970-356-7787

Signature of Agreement: \_\_\_\_\_